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# PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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## **CITY OF INDIANAPOLIS, BRIGHTPOINT CELEBRATE TRANSFORMATION OF WATKINS PARK**

*Wireless Distribution and Logistics Firm's Week of Caring Refurbished Family Center, Grounds*

INDIANAPOLIS – (Sept. 10, 2009) Mayor Greg Ballard today joined employees of Indianapolis-based Brightpoint, Inc. and Indy Parks & Recreation as they unveiled a multitude of projects completed during a week of volunteer service at Watkins Park resulting in more than \$100,000 in improvements and upgrades to the Family Center and grounds.

Mayor Ballard highlighted the importance of corporate partnerships, exemplified by the impact of more than 1,200 hours of volunteer service at Watkins Park by about 125 Brightpoint employees during the week of Aug. 24, 2009. Brightpoint's continued commitment to Indy Parks will involve employees participating in adult and youth mentoring programs at the family center.

"Brightpoint has gone above and beyond to bring the value of community service home," said Mayor Greg Ballard. "The impact that Brightpoint employees and their contractors and vendors will have on this park will last a long, long time. From painting, cleaning and installing a new kitchen and computer lab to refurbishing the tennis courts, basketball courts and softball diamonds to a sustainable level, Brightpoint has left an imprint here that the users of this park facility will enjoy for decades to come."

During the Week of Caring at Watkins Park, Brightpoint employees created a computer lab complete with five computers and monitors and a fitness center with exercise equipment, a 42" HDTV and stereo receiver and speakers; repaired ceiling tiles and painted walls in several rooms; installed new lights and made repairs to the indoor basketball court and other features of the gymnasium; installed new appliances in the kitchen; cleaned carpets, replaced floor mats and cleaned, coated and buffed floors; refurbished the softball fields and repaved the outdoor basketball and tennis courts. Additionally, crews mulched, trimmed and planted vegetation outdoors.

"Week of Caring is an opportunity for Brightpoint to use its energy, innovation, partnerships, financial resources, and great work ethic for the significant benefit of an organization that both needs and deserves our help," said Brightpoint Americas President J. Mark Howell. "Watkins Park was the perfect place for Brightpoint's Week of Caring. The park needed our help in order to make certain improvements, better enabling it to serve the families of the Near-Northwestside community. It deserved our help because of the absolute commitment of its staff, led by Family Center Manager Brandon Gillard, to build and run a fun, safe, engaging and sustainable park that enhances the quality of life for families in the neighborhood."



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Brightpoint North America Vice President of Retail Sales Mike Moore and Watkins Park Family Center Manager Gillard worked together with a team of Indy Parks and Brightpoint staff to develop the plan for the Week of Caring. They are now preparing for the company's continued investment in Watkins Park as Brightpoint employees volunteer for adult and youth mentoring programs.

"Everyone involved in this project worked extremely hard, and it is all worth it when you see the sincere gratitude from the community," said Moore. "In the 20-plus years of my professional life, no accomplishment or reward can be compared to the satisfaction gained when you see the smiles on the faces of the kids who play at this park. It has been a life-changing event for me personally, and I strongly recommend every corporation in the area to partner with Indy Parks and witness firsthand the difference they can make in the community."

In-kind partners on the project include JD Turf, Samsung, Office Max, and Outside Services, Inc. Other companies who contributed to Week of Caring include Accell Construction, Gaylor Electric, MacAllister Rental Equipment, MJV, Ray's Trash and Rubbermaid.

### **About Brightpoint, Inc.**

Brightpoint, Inc. is a global leader in the distribution of wireless devices and in providing customized logistic services to the wireless industry. In 2008, Brightpoint handled about 84 million wireless devices globally. Brightpoint's innovative services include distribution, channel development, fulfillment, product customization, e-Business solutions and other outsourced services that integrate seamlessly with its customers. Brightpoint's effective and efficient platform allows its customers to benefit from quickly deployed, flexible and cost-effective solutions. The company has about 2,700 employees in more than 25 countries. In 2008 Brightpoint generated revenue of \$4.6 billion. Brightpoint provides distribution and customized services to more than 25,000 B2B customers worldwide. Additional information about Brightpoint can be found on its Web site at [www.brightpoint.com](http://www.brightpoint.com), or by calling its toll-free Information and Investor Relations line at (877) IIR-CELL (877-447-2355).

### **About Indy Parks & Recreation**

The mission of Indy Parks & Recreation is to create fun, safe, engaging and sustainable parks that enhance the quality of life for individuals, neighborhoods and communities. Indy Parks will be a national model of excellence and destination for facilities and programs, protecting parks, greenways and open spaces and championing environmental initiatives.

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